

# SANTEE'S NEW BRAND

12.11.19

# RESEARCH

(how we got here)

# Research Instruments

Research / Data Gathering Methods	Description
<b>Situation Analysis</b>	Factual questionnaire completed by the City
<b>Research &amp; Planning Audits Communication, Social &amp; Media Audits</b>	Collection and review of current City collateral, data and materials
<b>Site Visit:</b>	North Star visits Santee, holds 150+ conversations with various individuals
<b>- Familiarization Tour</b>	City staff provided a driving & walking tour around Santee while providing history and facts about the City
<b>- Stakeholders/Residents Interviews</b>	Scheduled 24 one-on-one in-person and telephone interviews with key stakeholders/residents
<b>- Focus Group Meetings</b>	Scheduled 3 in person focus group meetings with approximately 15-20 representatives from non-profits, local schools, youth sports organizations, developers and small business owners
<b>- Undercover Interviews</b>	North Star toured Santee on their own and engaged the public at random with key questions


# Research Instruments

Research / Data Gathering Methods	Description
<b>Vision Survey (Community Leaders)</b>	Electronic survey distributed via email to over 1,000 unique community leaders
<b>Community Survey (Citizens)</b>	Electronic survey widely distributed via the City website, social media, e-blasts, news outlets, and paper copies. Over 1,070 residents & 200 non-resident responses were received -- response rate higher than the national average!
<b>Brand Barometer (Residents)</b>	Local survey results compared to national average surveys of how likely someone would be to recommend to a friend or colleague to live, visit or conduct business in Santee. Santee ranked high above the national averages!
<b>Consumer Awareness &amp; Perception Study</b>	(Quantitative) Online perception study with visitors and non-visitors from San Diego County
<b>External Influencer Perception Study</b>	(Qualitative) Interviews about Santee with external influencers
<b>Competitive Positioning Review</b>	Research comparing Santee to surrounding cities in San Diego County

# STRATEGIC DNA

(vision/inspiration statement from research results)

# Strategic DNA Statement

- Target Audience:** For those wanting a close-knit community and wide-open opportunity,
- Frame of Reference:** Santee, hugged by natural beauty along Santee Lakes and Mission Trails Park,
- Point-of-Difference:** gives Southern California a new, strong point of connection
- Benefit:** affording families the freedom to live their aspirations.
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# BRAND NARRATIVE

(the story behind the brand)

# Santee Brand Narrative

A scenic landscape featuring a winding river in the foreground, a grassy hillside with a white water tower on top, and distant mountains under a blue sky with wispy clouds.

**Due More. Due East.**



*Don't feel inspired by the big city? **Do more. Due East.***

As you contemplate your place in the world, you wonder whether you're missing something more. Perhaps you were once the poster child for urban revival, but times change. Most of your old hangouts have been turned into short-lived gyms or hipster hideaways, and the ones that have gone untouched, frankly, could do with some sprucing up. Maybe you've changed, too. After taking the time to find yourself up and down the beaches of Southern California, you pieced together a good life and put your career on track. And though you're set in your day-to-day, you know better than to settle out of convenience. Maybe it's time to look in a new direction.

*Don't just coast—thrive! **Do more. Due East.***

Head into East County, where the City of Santee connects Greater San Diego to a better way of life. Residents here know every treasure to be found along the ocean twenty-some minutes away, but they also find plentiful adventure in their own backyard. Their inland experience holds more hidden gems than you ever imagined. Discover stunning natural beauty that stretches over hills, valleys, and the San Diego River. Whatever your preference, Mission Trails Park, Walker Preserve, and Santee Lakes let you escape for hours at a time by putting you in the middle of camera-ready landscapes, wildlife, and water features. With year-round, uninhibited access to miles of trails for hiking, biking, and horseback riding, you certainly won't miss treading endless sidewalks or repeating your usual indoor workout.

Enjoy the charm of small town living on any given day. The close bonds between people in Santee are palpable from the stands of the Sportsplex to the crowds of Summer Concerts. It is this tight-knit sense of community that sets the city apart, and you are more than welcome to join at every establishment and event. When you treat yourself to a round of trivia at a brewery or bring out your pup to Fido Fest, you'll see that conversations and friendships follow effortlessly. Since Santee is only a fraction of the size of San Diego, you won't be a stranger here for long. Make Santee feel more like home, if commitment is your thing. There's a place on the market for every want and personality—from the family-sized fixer-upper to the move-in ready business space. Whether searching for an at-home chef's kitchen or an entrepreneur's startup launchpad, you'll find new neighbors to be friendly, talented, and happy to help at every step. And at budget-friendly prices that put your California Dream within reach, you can feel confident in embarking on your latest venture in Santee.

*Don't forget what matters most. **Do more. Due East.***

Despite the refreshing excitement of change, some things should always stay the same. Your weekend brunch with family, the ease of your morning routine, your pants size after you turn thirty... you rely on small-yet-important details like these every day, and they are precisely what makes life in Santee feel comfortable and enduring from the start. In that spirit, Santee continues to be the place for daylong shopping trips at Trolley Square as much as it is the place to let your kids ride their bikes safely through the neighborhood until the streetlights turn on. It is the home of residents who bought their first house here decades ago, as well as the home for newcomers who discovered the amenities and unspoiled views that define the city today.

Looking forward, Santee's commitment to the little things you cherish will never change. With the help of the community, the city can balance both reverence for the natural landscape and view growth through the lens of sustainability. It will support the businesses that serve and entertain people from across East County and beckon new investors and employers to follow suit. Because the opportunity for a better life is here, along with the promise of something more.

***Do more. Due East. In Santee, California.***

# **FINAL LOGO & STRAPLINE**

## Logo and Strapline



Logo with State and Color Palette





Department Logo



40th Anniversary Logo



# BRANDING CONCEPTUAL IDEAS

# Marketing Flyers



DON'T  
JUST  
COAST  
**THRIVE**

"This is more than the place I live,  
this is where my family has grown"

Diahann Abbott  
4 Year Santee Resident

DO MORE WITH YOUR FAMILY. DUE EAST IN SANTEE.

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**Santee**  
DO MORE ► DUE EAST  
cityofsanteeca.gov |  



DON'T  
JUST  
COAST  
**THRIVE**

"I wouldn't be doing so well, so fast  
if I had chosen another city."

Gene Chaffin  
BNS Brewing & Distilling Co.  
Since 2012

DO MORE WITH YOUR BUSINESS. DUE EAST IN SANTEE.

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**Santee**  
DO MORE ► DUE EAST  
cityofsanteeca.gov |  



# Economic Development & Marketing Brochures





## Economic Development & Marketing



**City of Santee**  
10601 Magrolla Avenue  
Santee, California 92071  
(619) 258-4100  
city@santee.gov

**Mayor**  
John W. Minko

**City Council**  
Rene Hall  
Stephen Houshian  
Laura Koval  
Rob Michels



**Marlene D. Best**  
CITY MANAGER

10601 Magrolla Avenue  
Santee, California 92071  
city@santee.gov  
(619) 258-4100 ext. 295  
(619) 562-0549 Fax  
mbest@cityofsantee.gov



EASTERN ADVANTAGES and MORE

LOCATION and TRANSIT

QUALITY OF LIFE and HOUSING

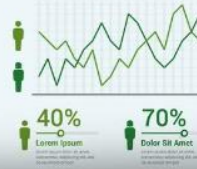
SITES and BUILDINGS

DATA and INCENTIVES

TALENT and ACTIVE LIFESTYLES

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# Economic Development & Marketing

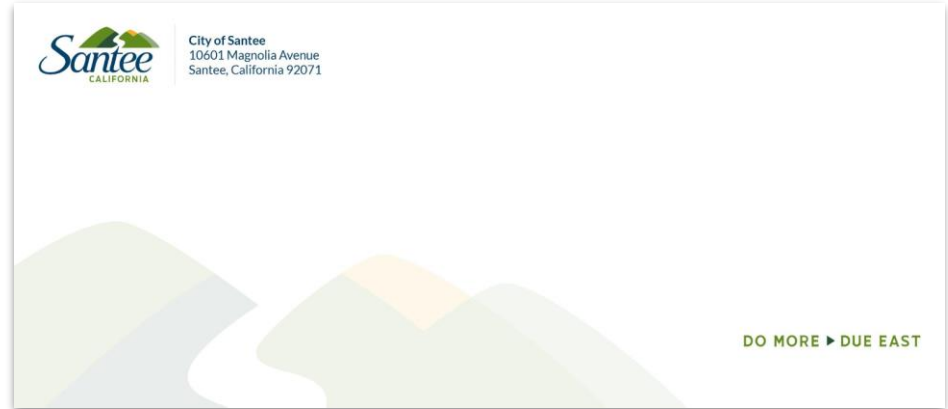




Trolley Wrap / Marketing

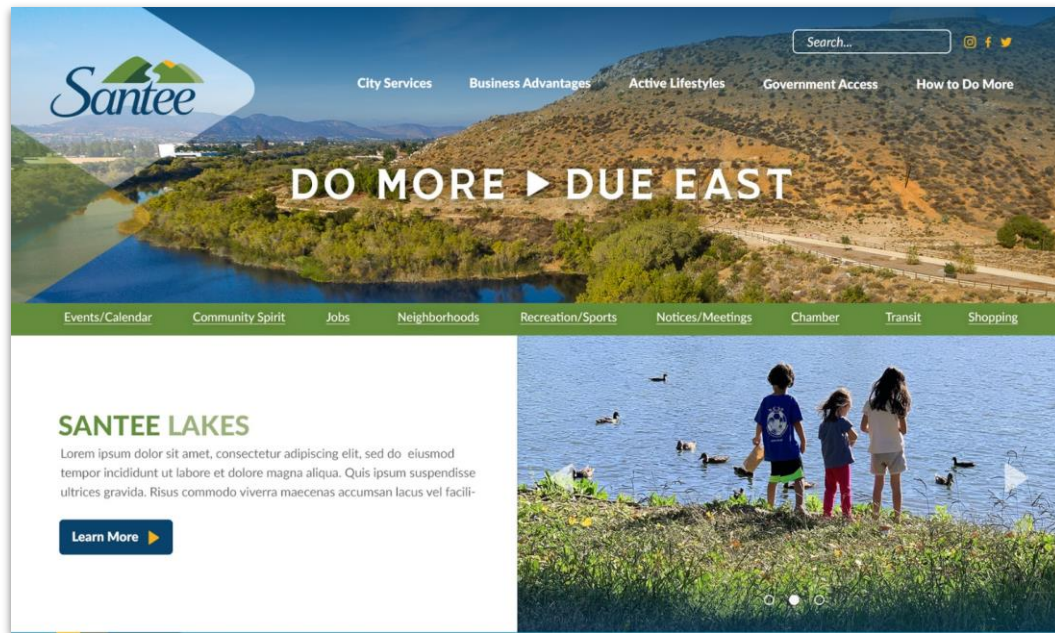
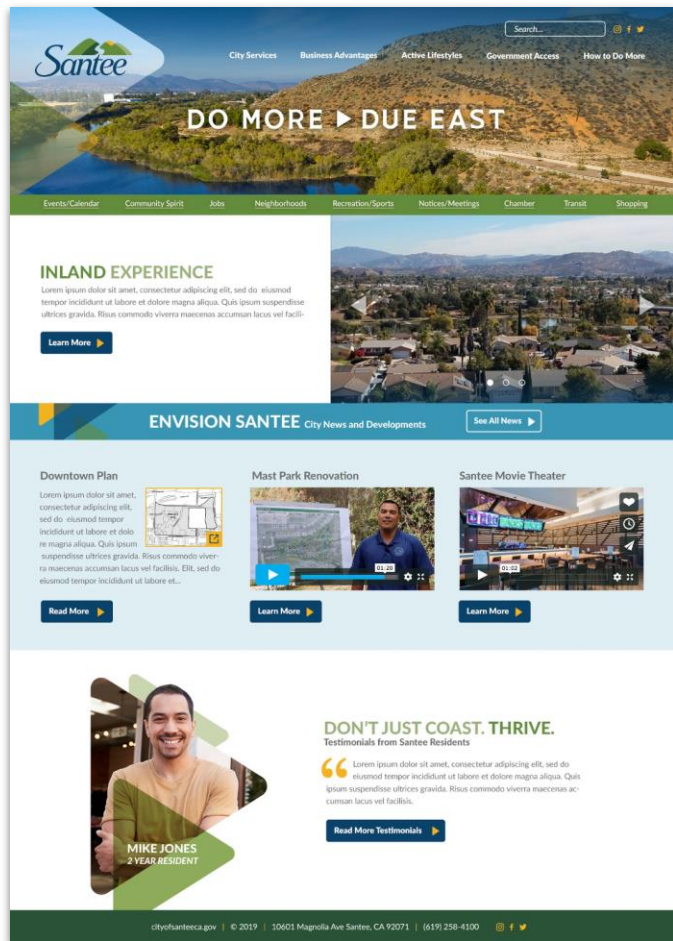


# Business Stationary

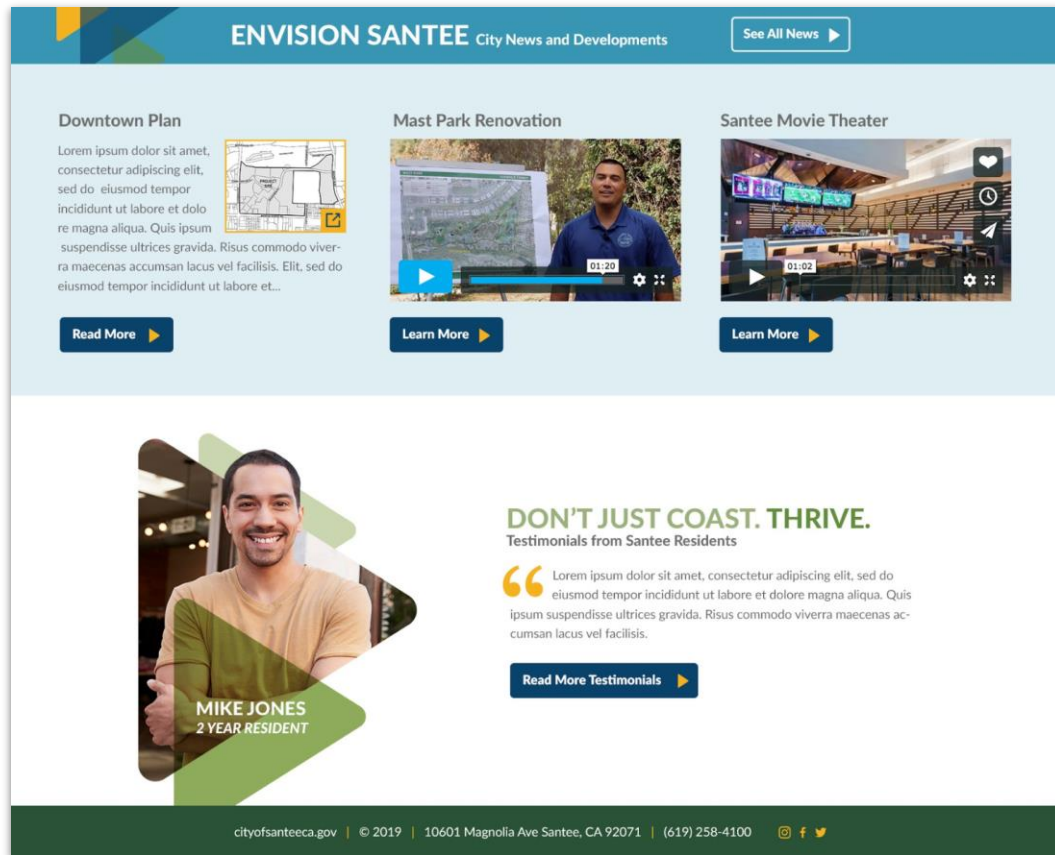
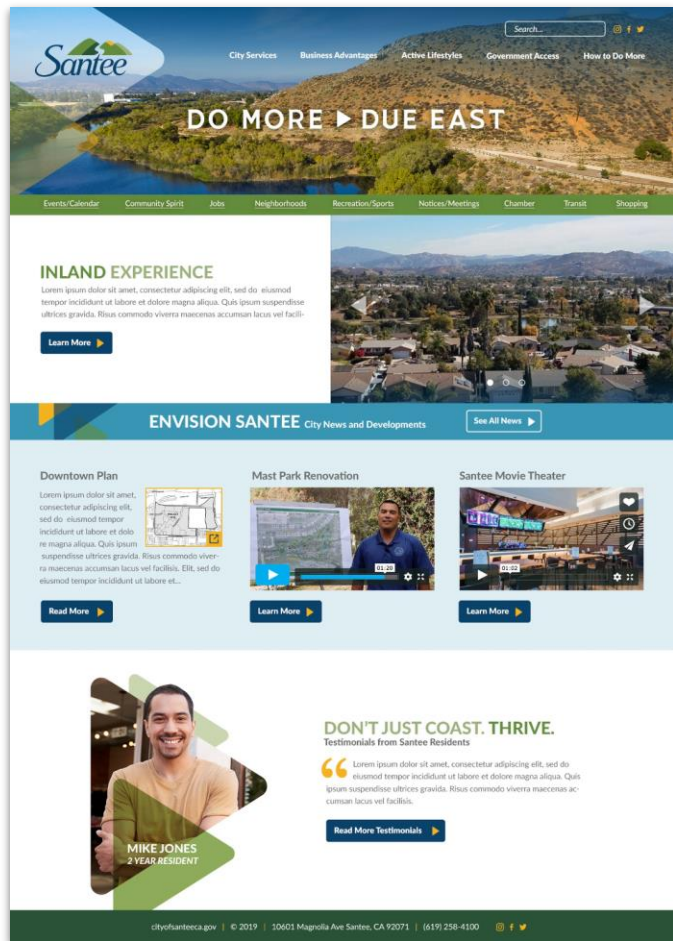


# PowerPoint Templates





## Website Redesign

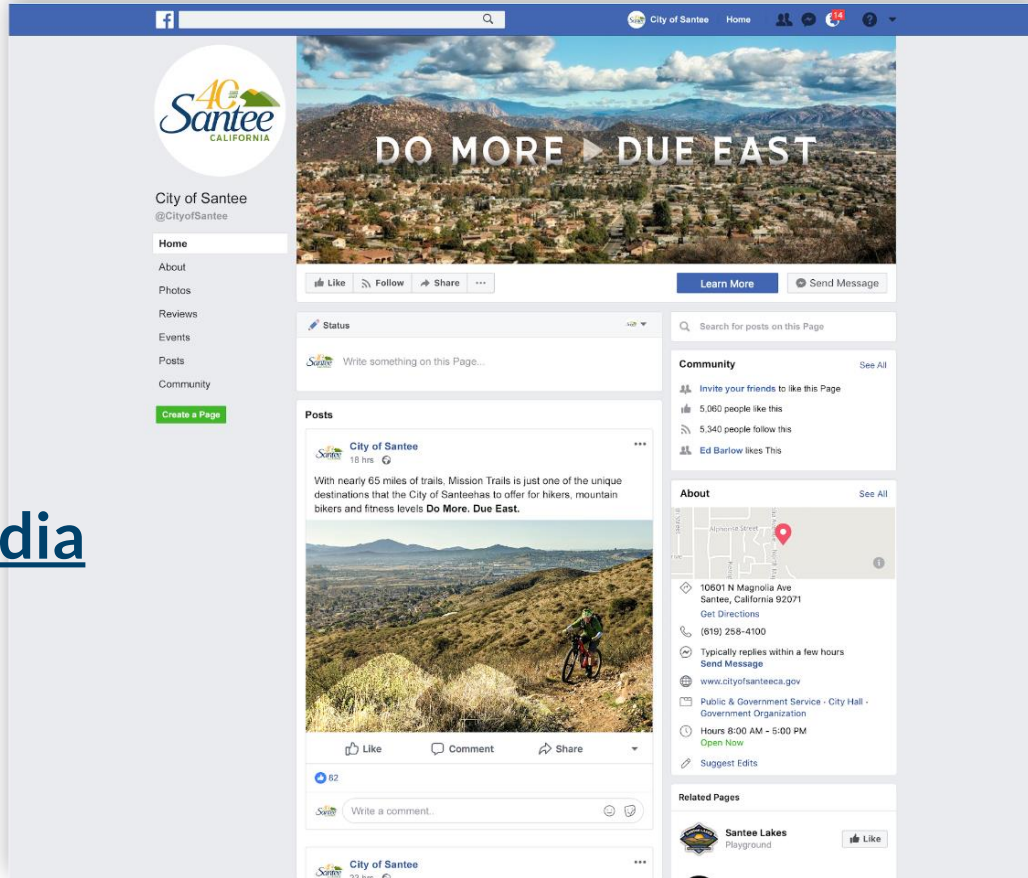


# Website Redesign



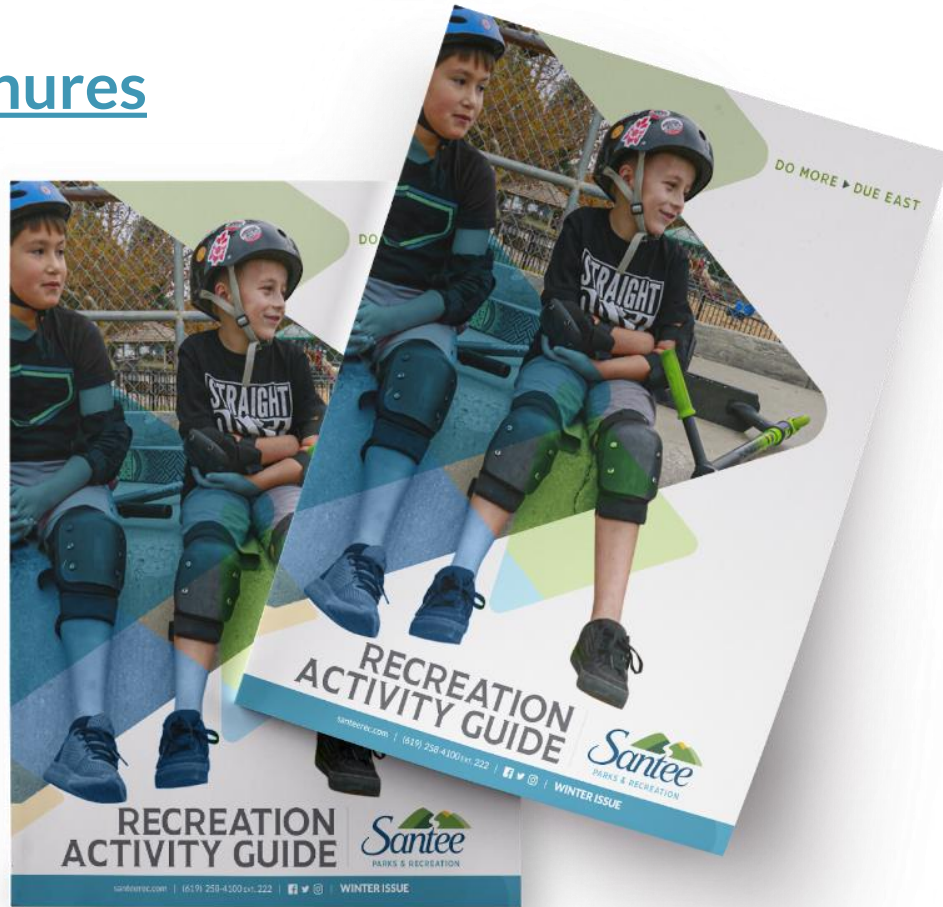


# Social Media





# City Brochures



# City Brochures





## Pole Banners



## Pole Banners





## City Vehicles Rebranded



# Conceptual Entry Monument Sign





# Conceptual Entry Monument Sign





Conceptual Billboard



# City Merchandise



## City Merchandise



# City Merchandise



Lapel Pins



## City Merchandise / Business Co-Branding





## City Merchandise



## City Merchandise



## City Event / Partnership Merchandise



Bufs



## City Event / Partnership Merchandise



City Event /  
Partnership Merchandise





City Event / Partnership Merchandise

**CONGRATULATIONS SANTEE!**